



DateTix Group Limited (ASX:DTX)

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DateTix active member growth accelerates +64% month-on-month

DateTix Group Limited (ASX:DTX) is pleased to announce that growth of its DateTix social platform has accelerated in May 2016, with the number of Monthly Active Members¹ exceeding 13,600, a month-on-month increase of +64% versus April 2016, and an increase of +123% versus March 2016.

Key highlights:

- **Over 13,600 Monthly Active Members in May 2016; +64% month-on-month**
- **Over 10,700 date listings in May 2016; +73% month-on-month**
- **Successfully launched the DateTix app into Shenzhen, China and Singapore markets**
- **Development currently underway on new advertising products and e-commerce marketplace to create new revenue streams**
- **Planned expansion of matchmaking business into China, a market opportunity worth close to A\$1.3 billion per year²**

Commenting on the accelerated growth in May, DateTix Founder and CEO, Michael Ye, said:

"We have made significant progress in May in terms of user growth and product development. The continued rapid increase in the usage of our platform is a reflection of the number of product enhancements and performance improvements that we have been rolling out on a regular basis. We have adopted a culture of moving fast and iterating our products rapidly to optimize the user experience. We are excited by the growth we have seen in Hong Kong, and look forward to replicating the same successful playbook in our newest markets: Shenzhen and Singapore."

New potential revenue streams

Development is now underway on new advertising products and an e-commerce marketplace, both of which have the potential to significantly increase revenues and average monetisation rate per user.

As the number of users on DateTix grows, it becomes an increasingly attractive local advertising platform for local merchants. Development is now underway on new advertising products that include the ability for paying merchants to rank at the top of the merchant listings page when users are deciding where to go for their dates. This native form of advertising blends naturally with the core user experience and is non-intrusive.

Development has also begun on a local e-commerce marketplace that allows users to prepay for their dates by directly purchasing vouchers and coupons in the app. These vouchers and coupons can then be redeemed at local merchants during their dates. Users who prepay for their dates

¹ Number of DateTix members who have logged into the DateTix platform through either mobile or web applications and utilised any of the functions on the platform at least once during a given calendar month

² Source: iResearch, 2015



through the app enjoy special benefits such as getting their date listing featured more prominently and broadcast more widely, which leads to an increase in the quantity and quality of potential matches. DateTix plans to sell such vouchers and coupons at a markup of approximately 20-30%, which enables DateTix to capture a percentage of each dollar spent during dates arranged through the DateTix platform.

Expansion into China matchmaking market

Following the launch of the DateTix app in Shenzhen, DateTix also plans to expand its matchmaking business into the city. Matchmaking is a strategically complementary business to the DateTix app, as the “freemium” model of the app results in a large number of new, affluent and educated single professionals who sign up to DateTix every day. The result is a large pool of eligible singles that is difficult to replicate by traditional offline matchmaking agencies.

The matchmaking team selectively reaches out to the large pool of app members to upsell premium matchmaking package and/or match members with existing matchmaking clients. Matchmaking is a substantial market opportunity in China that is worth close to A\$1.3 billion a year, approximately twice as large as the online dating market.

Growth outlook

Looking ahead, DateTix expects continued strong growth in the number of active users, date listings, and other key operating metrics, with corresponding ramp up in revenues and average monetisation rate per user as the penetration rate in each city increases.

To further increase brand awareness and accelerate user and revenue growth, DateTix is in active discussions with a number of strategic partners on potential distribution and revenue sharing agreements.

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About DateTix

DateTix is a mobile online marketplace that facilitates offline dates by connecting like-minded people who are nearby each other and free at the same times. With the tap of just a few buttons, DateTix members can quickly and effortlessly meet new people for casual dating, serious relationship, business networking and more, at nearby establishments for meals, drinks and other activities. DateTix has developed a proprietary matchmaking engine that algorithmically scores, ranks and matches people based on multiple dimensions of compatibility, including physical attributes, personality traits and date preferences, delivering highly personalised and relevant matches to each and every DateTix member. With an initial focus on major Asian cities, DateTix plans to build, grow and cultivate leading local mobile marketplaces for in person and on-demand dates in major cities around the world.

<http://www.datetix.com>